

VIBE DEMOGRAPHICS

22%
18-20

1. How much of the magazine have you read or looked at?

All	72.8%
Three Quarters	15.6%
One Half	8.5%
One Quarter	2.4%

2. What is your rating of the issue?

Excellent	62.4%
Good	34.7%
Average	1.6%
Poor	n/a

3. Would you buy "VIBE" again on the newsstand?

Yes	96.4%
No	1.2%

4. Are you:

Female	37.2%
Male	62.6%

5. What is your age?

Under 15	1.1%
15-17	6.6%
18-24	40.6%
25-29	22.2%
30-34	16.3%
35-over	12.9%

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VIBE DEMOGRAPHICS CONTINUED

6. What is your highest level of schooling to date?

Attending High School	8.7%
Graduated High School	20.3%
Attending College	37.3%
Graduated from College	32.9%

7. Do you have a job?

Full-Time	63.3%
Part-Time	21.9%
Unemployed	13.9%

8. How would you describe yourself?

African-American	61.5%
Asian	3.5%
Caucasian	20.9%
Hispanic	6.2%
Other	7.4%

9. What is the total yearly income from all sources in your household?

Under \$20,000	18.5%
\$20,000-\$24,999	16.2%
\$25,000-\$34,999	21.7%
\$35,000-\$49,999	19.2%
\$50,000-\$74,999	12.9%
\$75,000 or more	9.1%

** Based on 1,000 surveys distributed through the preview issue.

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